

The NAVSEA 04 Messenger

A monthly fast-read source of information to help keep everyone informed of the new communications campaign at NAVSEA 04

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Communications Rollout marks a key milestone...

June 25th 2003 marked the much anticipated rollout of the NAVSEA 04 Internal Communications Plan. Devoted to the unmet and emerging NAVSEA 04 employee communications needs, the Communications Rollout opened on 25 June to glowing reviews. The Task-Force team had been developing and planning this day for 15 months, with the goal of enhancing communications throughout the NAVSEA 04 community. RADM Klemm's opening remarks helped lay the foundation for this very important project during a time when world events need better communications amongst ourselves, the Fleet and other military organizations. Mr. Bonwich focused on the communications plan and how the directorate will benefit from improved communications. He challenged each one of us to read and understand the plan and apply it to our daily communications efforts. During the ceremony, he announced the appointment of Mr. Marc Borkowski as the SEA 04 Communications POC. If you have not met Marc, please feel free to take a moment introduce yourself. You will find him to be enthusiastic and open-minded to your communications comments, thoughts, and questions.



Marc was both "honored and excited" upon his selection, and looked forward to serving as the central point of contact for communications for NAVSEA 04. A self-described "people person", Marc has worked in NAVSEA 04 since 1996. He has been a member of the Mid-Management Council for three years and a representative of the Volunteer Council for over a year. As a leader of the Process Task Force team, he has been heavily involved in the NAVSEA 04 Business Plan. Marc has vowed to be NAVSEA 04's "humble servant" in the area of communications. Combination of experience and expertise, wed to his upbeat, outgoing personality, makes him the ideal choice as the lead point of contact for Communications in NAVSEA-04.

At the June 25 Communications Rollout a copy of the NAVSEA 04 Internal Communications Plan and tri-fold were distributed to all who attended this special event. If you were unable to attend and would to know more information, please contact Marc Borkowski for a copy.

In the following issue of the *NAVSEA 04 Messenger*, we will announce the names of those employees appointed to the Communications Advocacy Group (CAG).

The NAVSEA 04 Messenger is Devoted to Providing Information to the NAVSEA 04 Community...

The *NAVSEA 04 Messenger* will be a monthly communications publication that ensures NAVSEA 04 reaches employees with timely and targeted information. The *Messenger* will be steady source of information on current events happening within the NAVSEA 04 community. More importantly it will serve as a communications two-way interactive channel of communication. We encourage your participation and would like to hear what information and issues are most important to you.

Communications Mailbag

This section is devoted to reader recommendations for improving the NAVSEA 04 communications environment. This publication is widely broadcast electronically and in print format to ensure that everyone within the NAVSEA 04 community has an opportunity to stay informed about the evolving NAVSEA 04 Communications Campaign.

We would like you to share your comments or recommendations for improving this newsletter, and communications in the workplace. Please send us your feedback at SEA04mailbag@navsea.navy.mil.



COMMUNICATION TIPS

Implementing change

The pain of change is guaranteed, but the benefits aren't. To help the transition go smoother:

1. Lay out clearly the possible range of outcomes.
2. Bring skeptics on board by helping them discover "What's in it for me?"
3. Communicate ways to increase the likelihood of success.

Using humor in public speaking

Everyone likes a good joke. And there's no better way to loosen up an audience, and yourself, with an opening line or story that zips.

But beware. When humor falls flat, it can leave you and your presentation in the cold.

Some **don'ts** when using humor:

- Don't use extreme humor in formal business presentations
- Don't embarrass other people
- Don't use slang
- Don't joke about religion
- Don't use profanity
- Don't use ethnic or racial slurs